Introduction

Following the global outbreak of COVID-19, New Zealand’s borders were closed from March 2020 to most international visitors. This had a considerable impact on New Zealand’s tourism sector. In April 2020 Tourism New Zealand was asked to help kickstart domestic tourism to help the sector get back on its feet and help restart the New Zealand tourism economy.

This document outlines the opportunities available to work with Tourism New Zealand for both Regional Tourism Organisation’s (RTO’s) and operators.

Tourism New Zealand’s role is to foster Kiwi’s desire to travel and encourage them to explore New Zealand in a safe and responsible manner.

Regional Tourism Organisations are responsible for the promotion of destinations, regions and Operators. We’ve indicated appropriate partnership opportunities with this blue dot.

Operators are responsible for the promotion of their business. We’ve indicated appropriate partnership opportunities by this black dot.
Summary of activities

We’ve summarised our activities into this handy one-pager. You’ll find more details on each of these activities in the following pages.

The top 5 things you should do right now:

1. Use our Do Something New Zealand branding in your marketing
2. Take part in our content partnerships
3. Have your product loaded and details up to date on newzealand.com
4. Join our webinar series
5. Use our insights, research and sentiment studies to aid your marketing

What else should you do?

1. Join Qualmark
2. Feature your product at your local and neighbouring i-SITE’s
3. Keep us involved in your activities
4. Keep in touch
5. Share your new stories
Utilise our brand

Know our brand

We launched the 100% Pure New Zealand campaign in 1999, as part of our marketing strategy to develop a global brand for New Zealand. This brand is used predominantly in our international marketing.

Use our Do Something NEW New Zealand Domestic brand Toolkit: ● ●

We launched the Do Something NEW New Zealand campaign in 2020, as part of our COVID-19 response domestic marketing strategy.

Check our website for more information including our FREE toolkits of assets and examples.

Feature our branding in your marketing to reap the benefits of brand association.

Social Media

Utilise our #DoSomethingNewNZ in your social media – this gives TNZ exposure to your content so we can use it across our channels, giving you an audience on our platforms for added impact.

Access our social media Toolkit providing Do Something New New Zealand assets to feature throughout your social media on Instagram, Facebook and Tiktok – to access, click here.

For more guidance and support with social media and how to leverage TNZ’s social media, please click here.
Share your news stories

Is there something new happening in your region?

Do you have a good news story to tell about your region / operation?

Share it with us!

We’re constantly looking for great stories we can share both domestically and internationally so please remember us.

Contact: newsroom@tnz.govt.nz

Take part in content partnership opportunities

Tourism New Zealand hold two content partnerships:

- NZME
- Stuff.co.nz

These partnerships involve a number of content articles produced each week / month, with some further boosted on social media. For NZME, our partnership is centred around the weekly travel insert in the NZ Herald, the Herald on Sunday and their regional papers. For Stuff, our content is published on Stuff.co.nz, the Sunday Star Times and their regional papers.

In each case, we work with the media houses to confirm topics and share the content calendar with RTOs in advance, so they can submit relevant content for consideration directly. For sponsored content, Tourism New Zealand has the right of approval however it is the media partner who crafts the story. For editorial content, Tourism New Zealand can suggest ideas but has no control over the content – final inclusions are at the media’s discretion.

Any questions: Ellen.Drower@tnz.govt.nz

Ideas:

- Check the calendar regularly
- Reach out to the partners and ensure they’re familiar with your region / operation at least 2-months before the article goes live
- Offer to host the journalist through your region / operation prior to the relevant article
- Discuss corresponding advertising opportunities with the partner
- Contact us with suggestions if you have feature ideas

To gain visibility of the content partnership calendar, please check Yammer, and the RTNZ Marketing calendar.

For access, please contact Jen.Huston@tnz.govt.nz
Anna.Smith@tnz.govt.nz
Promote your business at NO COST by listing on our website and get viewed by 100,000 visitors every week. We list retail travel agencies as well as NZ tourism products.

Our website provides factual and useful information that aids consumers’ travel planning and decision-making by:
- Listing more than 8,000 Domestic accommodation, transport, activities and visitor attractions
- Offering driving routes that combine NZ highlights and activities
- Listing all i-SITE information centres
- Providing features on current events and activities
- Features Travel Deals – To load your deals download this handy guide

To list your business is FREE, and requires you register first, it takes approx. 20mins.

If you’re a tourism operator and want to speak to someone about your listing on newzealand.com, please email register@newzealand.com

Here are four easy things you can do right now to optimise your listing:
1. Load your product onto newzealand.com
2. Load deals, highlighting the most attractive element to the customer – see example
3. Keep your listing up to date
4. Load to both the Domestic and International pages

Deals

Love Your Local QT Fully flexible cancellation.
Your much needed local escape awaits with QT.
Book now until 31 August 2020
For stays until 30 June 2021
15% OFF

For example:
We recommend QT Wellington update their heading to “Get 15% OFF” and moving the longer text to the description section below.

Keep up with key insights

The amount of New Zealand’s tourism expenditure that came from New Zealander’s getting out and experiencing their own country before COVID-19

$23B (60%)

The amount New Zealanders also previously spent on overseas travel per year. Capturing a portion of this spend domestically while our borders are closed will be critical to the sector’s recovery.

72%

of New Zealanders travelled for leisure purposes in 2019

90%

of domestic leisure travel in New Zealand is via car

45M
domestic trips per year

39%

OVERNIGHT

61%
DAY TRIPS

See more insights and stats here via our Corporate site.
Attend our industry webinar series

TNZ are running a series of regular webinars to make sure industry are well informed and supported.

These webinars provide you with the latest insights about consumers and how to attract them; updates on TNZ activity so you know what we are up to and how you can leverage our work; and detail the support that is on offer for example the new Tourism Advisory Support Service. From time to time we will also be bringing in external experts on relevant topics. If you have an idea for a webinar please let us know by emailing the communications team.

Monitor schedule HERE.

Utilising Tourism New Zealands corporate site

Our Corporate website, tourismnewzealand.com is your tool to assist with growing and tailoring your business.

Here you’ll find tools such as:

- Story ideas
- Upcoming TNZ Domestic marketing campaigns
- Extensive consumer information and insights
- Statistics
- Travel Sentiment studies
- Industry webinar series calendar
- Our Do Something New New Zealand tool kit free image library

Embrace Super Gold Card

Tourism New Zealand has partnered with SuperGold to promote domestic tourism opportunities to SuperGold’s members.

SuperGold – or the ‘gold card’ – gives members the golden opportunities to stretch their money further through accessing a variety of discounted offers exclusive to those over 65 years of age.

In partnership with Tourism New Zealand, travel deals are featured on the SuperGold website, and E-newsletters are sent throughout the year to their 350,000 members. You’re invited to feature your tourism product on SuperGold’s platform. To participate,

- Offer SuperGold cardholders and exclusive deal
- Offers must be valid for a minimum of 3-4 weeks
- Offers must be in excess of 20% off
- Register via their online form
- Register via the TNZ registration form
- Feature the SuperGold signage on your property

Access the guide here.
Keep us involved

We love to know what’s going on within the industry, and are always looking for opportunities where we can support and boost exposure of our Do Something New Zealand message.

**Brand partnerships:** If you are planning your own domestic marketing activity and would like to work with us as part of the Do Something New Zealand campaign, please contact and we can discuss how we can support.

**Paid content partnerships:** If you’re establishing your own paid content partnership and would like to align or have visibility over our schedule, please reach out to Ellen.Drower@tnz.govt.nz.

**Marketing calendars:** We love visibility – the more we’re both across what’s going on in our marketing landscapes, the more we can leverage and drive exposure for all parties. Please share your marketing calendar with us and likewise, to arrange visibility of ours please contact Jen.Huston@tnz.govt.nz or Anna.Smith@tnz.govt.nz.

**Share your ideas:** If you have additional ideas of how we could work together, please share them with us – we’re always open to new opportunities. Please contact Jen.Huston@tnz.govt.nz or Anna.Smith@tnz.govt.nz.

Be a Qualmark member

Qualmark is New Zealand’s official tourism industry quality assurance system.

Qualmark helps businesses become more sustainable from a people, planet and profit perspective by assessing your business, and working with you to ensure your business remains competitive and current in today’s market.

A Qualmark logo is the final seal of approval and recognition for customers that your experience is one of the most high-quality New Zealand has to offer.

Qualmark members are considered for additional exposure via TNZ channels, including:

- Priority listings on newzealand.com
- Opportunities for inclusion in TNZ coordinated media activity
- Preferential treatment with TNZ partners eg. Air New Zealand

The cost: There is currently no cost to join Qualmark, it’s FREE!

To join, click here.

Feature your product in the i-SITE network

The i-SITE Visitor Information Network is comprised of 64 centres throughout New Zealand. In 2019 there were 3.3m domestic visitors to i-SITEs. Visit isite.nz for further information.

The i-SITE’s are a vital part of the tourism economy, considered a place for unbiased information, guidance, tips and insider knowledge.

**Ideas:**

- List your product on the i-SITE booking website (Note, a commercial third party agreement is necessary)
- Stock brochures at your local & neighbouring regions i-SITEs (Note, carrying brochures is often a commercial arrangement)
- Advise i-SITE’s of any promotions you’re running
- Ensure those i-SITE’s within ‘drive-distance’ are familiar with your product, its features and how to sell it.
In a recent customer sentiment study undertaken by Kantar, it was reported that 94% of New Zealand was ready to ‘meet’ in the next 18 months.

of organisers planning an event within the next 18 months said that COVID-19 impacted on what they look for in a destination for meetings and conferences. With that in mind, there’s no better time to ensure you’re upskilled, visible and ready for the new BE future.

To assist, we’ve identified the following as key components for you to action and ensure you’re front of mind.

High impact
1. Follow the BE Insights
2. Join the BE Industry Domestic Partnership Initiative
3. Utilise the BE Delegate Marketing Conference Toolkit here

Core
1. newzealand.com – ensure you’re featured as a venue in our search listing here
   Share news and content stories / TNZ newsroom
2. Utilise our Imagery and assets for your collateral here

Get in touch

General enquiries: Please phone our Auckland reception on +64 9 914 4780 or Wellington reception on +64 4 462 8000

Tourism Operator: If you want to speak to someone about your listing on newzealand.com, please email register@newzealand.com

Partnerships and Complaints: If you have a partnership request or would like to make a complaint please use the directory online to find the right person to contact.

Keep in touch

Quick and easy ways to keep in touch with us include:
1. Subscribe to our industry webinars
2. Follow us on Social media:
   @purenewzealand @purenewzealand @purenewzealand @purenewzealand
3. Monitor our Corporate website and Trade websites

Let us know

We’re always keen for new ideas and opportunities so please reach out and share your ideas on how we can work together. Please contact Jen.Huston@tnz.govt.nz or Anna.Smith@tnz.govt.nz with your proposal.